

# UTAH COUNTY TOURISM PROFILE

County Indicator	2010	2011	2012	% Change 2011-2012	State Ranking
<b>DEMOGRAPHIC</b>					
Population	520,049	530,499	n/a	-	
Total Non-Ag Employment	174,667	181,161	n/a	-	
Non-Ag Avg Monthly Wage	\$2,887	\$2,964	n/a	-	
Per Capita Income	\$24,757	\$25,870	n/a	-	
Unemployment Rate*	7.9%	6.5%	n/a	-	
<b>SPENDING &amp; EMPLOYMENT</b>					
Spending by Travelers**	\$714,957,870	\$759,052,463	\$818,282,644	7.8%	
Travel & Tourism Related Employment	13,640	13,709	14,264	4.0%	
<b>TOURISM TAX REVENUES</b>					
Local Tax Revenues from Traveler Spending**	\$37,392,795	\$40,032,522	\$42,984,500	7.4%	
Transient Room Tax	\$1,680,100	\$1,773,908	\$2,128,305	20.0%	
Restaurant Tax	\$4,505,068	\$4,753,810	\$5,249,969	10.4%	
Car Rental Tax	\$605,716	\$601,959	\$630,111	4.7%	
<b>Retail Sales</b>					
Gross Taxable Retail Sales	\$5,777,672,162	\$6,620,503,634	\$6,822,346,919	3.0%	
<b>REGIONAL VISITATION COUNTS</b>					
S.L. Airport Passengers	21,016,686	20,389,474	20,102,078	-1.4%	
Skier Days at Utah Resorts	4,223,064	3,802,536	4,031,621	6.0%	
Wasatch Mountain S.P.	359,871	357,696	256,887	-28.2%	
Deer Creek S.P.	359,365	305,748	360,565	17.9%	
Utah Lake S.P.	278,664	285,359	280,422	-1.7%	
Jordanelle S.P. (2 Locations)	265,208	257,675	323,689	25.6%	
Timpanogos Cave N.M.	120,238	96,963	136,764	41.0%	
Camp Floyd S.P.	16,656	16,703	16,609	-0.6%	

\* Several Counties have identical Unemployment Rates

\*\* GOPB methodology change for 2010 calculations

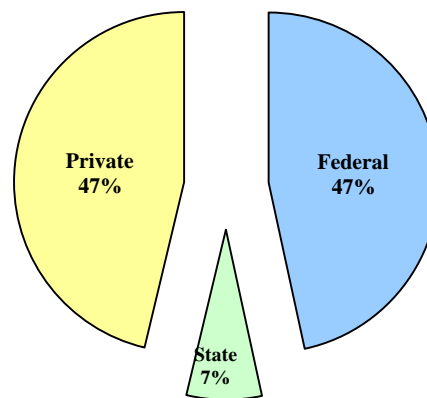
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Land Ownership - 2012	% Total
<b>Total Acres in County</b>	<b>100.0%</b>
<b>Federal Government</b>	<b>46.8%</b>
BLM	8.1%
US Forest Service	37.4%
National Park Service	0.0%
National Wildlife Service	--
Other •	1.2%
<b>State Government</b>	<b>7.2%</b>
Utah State Parks & Recreation	0.0%
Utah State Wildlife Reserves	3.3%
State Trust Lands	3.7%
Other ••	0.2%
<b>American Indian</b>	<b>--</b>
<b>Private*</b>	<b>46.4%</b>

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

Land Ownership - 2012



# Utah County Tourism Profile

